

SECTION: PARTICIPANT RIGHTS

SUBJECT: Treatment of Individuals

ITEM: *Print Materials and Public Service Announcements*



Purpose The purpose of this policy is to provide clarification on the use of the required USDA non-discrimination statement as it relates to outreach material.

Policy Local agencies shall include a statement in all printed materials and Public Service Announcements (PSAs) that the WIC Program is available to eligible persons without regard to race, color national origin, age, sex, or disability.

Basis for policy 7 CFR, Ch. 11, Section 246.8(a)(1), 246.8(a)(3), and 246.8(4)(c), CA Government Code, Section 7290-7299.8, WRO All States Memorandum 818C

USDA non-discrimination statement The following is the full nondiscrimination statement issued by the USDA (Revised November 1999):

“In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discrimination on the basis of race, color, national origin, sex, age, or disability. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 720-5964 (voice or TDD). USDA is an equal opportunity provider and employer.”

Shortened version of non-discrimination statement Local agencies may use the shortened version of the non-discrimination statement:

“WIC is an equal opportunity program.”

Note: Flyers and brochures that have limited printing space and radio and television public service announcements that are short in duration may use the shorter statement to meet the non-discrimination statement requirement.

Applicable written materials

The complete or shortened nondiscrimination statement shall be included on any of the following materials that identifies or describes the State WIC Program and is intended for public information, public education, or public distribution. Examples include publications, informational materials, posters, outreach materials, handouts, referral materials, videos, leaflets, brochures, and flyers.

Materials excluded from the requirement

The nondiscrimination statement is not required on items such as cups, baby bibs, buttons, tote bags, magnets, nutrition education an breastfeeding promotion material, other incentive items, pens that identify the State WIC Program, and local agency produced materials used exclusively for individual/group nutrition education.

Program information

Local agencies shall ensure that program information, including the rights and obligations statement on the WIC Participation Information Sheet (WPIS-Form PM 344), is provided to non-English/limited English speaking persons, the visually or hearing impaired, and any participants who are unable to read.

Public Service Announcement (PSAs) and radio

Local agencies may use television Public Service Announcements (PSAs) and radio announcements as outreach announcements:

The following table provides for using nondiscrimination statements in television or radio public service announcements:

If the announcement is . . .	THEN . . .
<ul style="list-style-type: none"> Generally short in duration (90 seconds or less) 	<p>the nondiscrimination statement does not have to be read in its entirety. A statement such as “WIC is an equal opportunity program” is sufficient to meet the nondiscrimination requirement.</p>
<ul style="list-style-type: none"> Longer than 90 seconds 	<p>could include a more complete nondiscrimination statement, such as:</p> <ul style="list-style-type: none"> WIC is an equal opportunity program. To file a complaint, write to the U.S. Department of Agriculture, Washington, D.C. 20250-9410 USDA programs are open to all eligible

	persons regardless of race, color, national origin, age, sex, or disability. To file a complaint, write to the Secretary, U.S. Department of Agriculture, Washington, D.C., 20250-9410.
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Note: Refer to the CA WIC Local Marketing Kit and WIC Program Manual 990-10 for PSA samples and statements.

Advertising tags

The California Department of Health Services' Office of Public Affairs requires that all paid PSA TV and radio advertising and print outdoor ads that include the statewide WIC toll-free number: 1-888-WIC-WORK (942-9675) shall include the following statements:

Paid TV/Radio

- "Sponsored by the California Department of Health Services."

Public Service Announcements (PSA) TV and radio

- "Brought to you by the California Department of Health Services"

Print/Outdoor Ads

- "California Department of Health Services."

Note: Local agencies may also include their agency or organization contact information as part of the tag line. If the local agencies are using paid TV/Radio PSAs and print outdoor ads that include only local contact numbers, then they do not have to comply with the DHS Office of Public Affairs.
